



# ZYTRONIC

The world at your fingertips



#### CLIENT:

**abuzz**

#### LOCATION:

Singapore

#### MARKET SECTOR:



#### TECHNOLOGY:

**ZyBrid™ Multi Touch**

#### WHAT WE DID:

Zytronic was commissioned by digital wayfinding specialist Abuzz to deliver its PCT™ touch sensor assemblies for a prestigious project in one of the world's most spectacular integrated resorts – Marina Bay Sands in Singapore.

Abuzz's Wayfinder product has set a new standard for customer experience and is rapidly growing in popularity. Abuzz was invited by The Shoppes at Marina Bay Sands to develop and implement 29 new wayfinding points, based on the current state-of-the-art technology and offering a much higher level of functionality.

An interesting feature of The Shoppes at Marina Bay Sands was the global nature of the supply chain – and here the flexible manufacturing capabilities of Zytronic come to the fore. The internal electronics, LCD screens and the housings were sourced locally in Singapore, the metalwork for the directories was manufactured in New Zealand and the touch sensors came from Zytronic in England. This allowed the units to be assembled quickly and easily, the touch assemblies needed an acrylic frame with bonded clips to hold the electronics, and fasten directly to the metal frame. Zytronic was able to produce this in Newcastle, which entailed shipping the screens in specially designed cases.

#### WHAT THEY SAID:

"This project was all about creating the best possible experience for the customer. The Shoppes at Marina Bay Sands is equipped to the very highest standards throughout, and the brief for the new wayfinding points was to fully match that. Visitors' expectations are based on the tablets and smartphones they have in their hands. Delivering that accurate and completely reliable touch experience on a 40" toughened screen isn't easy – but is a challenge that Zytronic fully meets with its latest PCT touch technology. Every single one of the units supplied by Zytronic fitted perfectly into the supporting metalwork, and performed completely correctly on commissioning"

Paul Pettersen  
Operations Manager,  
Abuzz

For more information visit [www.zytronic.co.uk](http://www.zytronic.co.uk)